



Retail Demand Outlook

Home Gardens CDP, CA (0634302)
 Home Gardens CDP
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Urban Villages (7B)	37.6%	Population	11,114	11,159
Family Extensions (13B)	22.7%	Households	2,809	2,829
Southwestern Families (7F)	17.0%	Families	2,435	2,456
Workday Drive (4A)	12.2%	Median Age	33.1	35.9
Senior Escapes (9D)	8.6%	Median Household Income	\$76,361	\$84,252
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$5,962,867	\$6,850,391	\$887,524
Men's		\$1,154,458	\$1,326,856	\$172,398
Women's		\$2,079,583	\$2,387,429	\$307,846
Children's		\$859,835	\$988,627	\$128,792
Footwear		\$1,359,063	\$1,562,333	\$203,270
Watches & Jewelry		\$396,748	\$455,154	\$58,406
Apparel Products and Services (1)		\$113,179	\$129,991	\$16,812
Computer				
Computers and Hardware for Home Use		\$745,069	\$854,839	\$109,770
Portable Memory		\$12,204	\$13,998	\$1,794
Computer Software		\$40,074	\$45,927	\$5,853
Computer Accessories		\$67,713	\$77,708	\$9,995
Entertainment & Recreation		\$9,856,363	\$11,318,533	\$1,462,170
Fees and Admissions		\$1,844,834	\$2,115,520	\$270,686
Membership Fees for Clubs (2)		\$685,919	\$787,171	\$101,252
Fees for Participant Sports, excl. Trips		\$313,163	\$359,124	\$45,961
Tickets to Theatre/Operas/Concerts		\$136,126	\$156,059	\$19,933
Tickets to Movies		\$85,524	\$98,196	\$12,672
Tickets to Parks or Museums		\$76,246	\$87,424	\$11,178
Admission to Sporting Events, excl. Trips		\$125,626	\$143,977	\$18,351
Fees for Recreational Lessons		\$420,231	\$481,270	\$61,039
Dating Services		\$2,000	\$2,300	\$300
TV/Video/Audio		\$3,551,830	\$4,084,448	\$532,618
Cable and Satellite Television Services		\$2,193,810	\$2,524,632	\$330,822
Televisions		\$409,804	\$470,936	\$61,132
Satellite Dishes		\$5,159	\$5,948	\$789
VCRs, Video Cameras, and DVD Players		\$16,300	\$18,673	\$2,373
Miscellaneous Video Equipment		\$28,902	\$33,215	\$4,313
Video Cassettes and DVDs		\$17,745	\$20,387	\$2,642
Video Game Hardware/Accessories		\$104,254	\$119,772	\$15,518
Video Game Software		\$52,438	\$60,189	\$7,751
Rental/Streaming/Downloaded Video		\$346,421	\$398,163	\$51,742
Installation of Televisions		\$4,607	\$5,284	\$677
Audio (3)		\$365,543	\$419,370	\$53,827
Rental and Repair of TV/Radio/Sound Equipment		\$6,848	\$7,880	\$1,032
Pets		\$2,426,277	\$2,784,525	\$358,248
Toys/Games/Crafts/Hobbies (4)		\$403,317	\$463,139	\$59,822
Recreational Vehicles and Fees (5)		\$343,244	\$393,433	\$50,189
Sports/Recreation/Exercise Equipment (6)		\$733,122	\$842,496	\$109,374
Photo Equipment and Supplies (7)		\$119,421	\$136,965	\$17,544
Reading (8)		\$342,716	\$392,870	\$50,154
Catered Affairs (9)		\$91,602	\$105,136	\$13,534
Food		\$29,019,831	\$33,343,040	\$4,323,209
Food at Home		\$18,598,708	\$21,365,456	\$2,766,748
Bakery and Cereal Products		\$2,322,288	\$2,667,341	\$345,053
Meats, Poultry, Fish, and Eggs		\$4,110,854	\$4,724,230	\$613,376
Dairy Products		\$1,797,291	\$2,063,971	\$266,680
Fruits and Vegetables		\$3,772,347	\$4,331,075	\$558,728
Snacks and Other Food at Home (10)		\$6,595,928	\$7,578,839	\$982,911
Food Away from Home		\$10,421,123	\$11,977,583	\$1,556,460
Alcoholic Beverages		\$1,843,235	\$2,114,055	\$270,820

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

Home Gardens CDP, CA (0634302)
 Home Gardens CDP
 Geography: Place

Prepared by Esri

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$99,445,522	\$113,828,768	\$14,383,246
Value of Retirement Plans	\$334,605,563	\$383,518,634	\$48,913,071
Value of Other Financial Assets	\$27,059,952	\$30,942,009	\$3,882,057
Vehicle Loan Amount excluding Interest	\$9,709,808	\$11,192,337	\$1,482,529
Value of Credit Card Debt	\$8,439,385	\$9,688,057	\$1,248,672
Health			
Nonprescription Drugs	\$422,240	\$486,011	\$63,771
Prescription Drugs	\$842,040	\$970,420	\$128,380
Eyeglasses and Contact Lenses	\$266,923	\$306,566	\$39,643
Home			
Mortgage Payment and Basics (11)	\$36,339,642	\$41,701,175	\$5,361,533
Maintenance and Remodeling Services	\$10,355,375	\$11,887,961	\$1,532,586
Maintenance and Remodeling Materials (12)	\$1,981,126	\$2,278,666	\$297,540
Utilities, Fuel, and Public Services	\$15,483,629	\$17,817,637	\$2,334,008
Household Furnishings and Equipment			
Household Textiles (13)	\$330,569	\$379,669	\$49,100
Furniture	\$2,126,798	\$2,443,471	\$316,673
Rugs	\$99,643	\$114,246	\$14,603
Major Appliances (14)	\$1,425,436	\$1,638,954	\$213,518
Housewares (15)	\$299,746	\$344,185	\$44,439
Small Appliances	\$220,155	\$252,770	\$32,615
Luggage	\$38,911	\$44,684	\$5,773
Telephones and Accessories	\$299,605	\$344,029	\$44,424
Household Operations			
Child Care	\$1,333,658	\$1,528,780	\$195,122
Lawn and Garden (16)	\$1,703,885	\$1,957,908	\$254,023
Moving/Storage/Freight Express	\$266,221	\$305,738	\$39,517
Housekeeping Supplies (17)	\$2,456,796	\$2,824,980	\$368,184
Insurance			
Owners and Renters Insurance	\$1,949,018	\$2,243,969	\$294,951
Vehicle Insurance	\$6,000,000	\$6,908,553	\$908,553
Life/Other Insurance	\$1,642,215	\$1,888,009	\$245,794
Health Insurance	\$12,518,572	\$14,401,023	\$1,882,451
Personal Care Products (18)	\$1,579,063	\$1,813,839	\$234,776
School Books and Supplies (19)	\$360,523	\$414,282	\$53,759
Smoking Products	\$959,745	\$1,106,598	\$146,853
Transportation			
Payments on Vehicles excluding Leases	\$7,776,658	\$8,958,354	\$1,181,696
Gasoline and Motor Oil	\$7,341,766	\$8,443,349	\$1,101,583
Vehicle Maintenance and Repairs	\$3,546,334	\$4,076,567	\$530,233
Travel			
Airline Fares	\$1,366,530	\$1,567,116	\$200,586
Lodging on Trips	\$1,861,543	\$2,136,774	\$275,231
Auto/Truck Rental on Trips	\$208,344	\$239,003	\$30,659
Food and Drink on Trips	\$1,492,127	\$1,712,636	\$220,509

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.